


TO *Business*

 **Toronto** Economic Development

...speaking with the business community

November 2005

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1. Stimulating investment through taxation changes

Toronto City Council took an historic step October 28 and approved a plan designed to boost Toronto's business competitiveness and attract new jobs. More than 150 stakeholders representing a cross-section of the city's taxpayers, attended public consultations to comment on the report titled Enhancing Toronto's Business Climate – It's Everybody's Business. The plan makes 12 recommendations, including shifting some of the property tax burden away from businesses and creating a Mayor's Economic Competitive Advisory Committee dedicated to improving the business climate in Toronto. Highlights of the recommendations include:

- Reduce the municipal property tax ratio for commercial and industrial properties (relative to the residential rate)
- Request the Province reduce Toronto's business education tax rate to that of surrounding municipalities;
- Provide property tax rebates to eligible designated heritage properties;
- Institute a lower tax rate for new office, hotel and industrial, subject to provincial approval;
- Provide 100% rebate on vacant portions of new office buildings, subject to provincial approval;
- Stimulate investment and revitalization through non-tax policy initiatives such as streamlining the development and building approvals process;
- Report back on waiving building permit fees for all new office, hotel and industrial development.

For more information contact Christine Raissis, at craissis@toronto.ca or visit www.toronto.ca/finance/tax_policies.htm

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2. Show Toronto is Unlimited

Toronto has a wealth of "good news" stories to share: developments; innovations; recognition and lots more! We need your help to keep Toronto's business community competitive locally, nationally and internationally and to promote the "Toronto business" experience. Over the next few months, Toronto's Economic Development Marketing Team will be using a variety of media to promote Toronto businesses and their individual success stories.

If you have a specific business success story you would like to share please e-mail cknipfel@toronto.ca

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3. Leaders in attracting and retaining quality employees

Almost a quarter of Canada's top employers are located in Toronto. Chosen from over 52,000 Canadian companies, the following Toronto organizations were recognized by Maclean's Magazine as being among Canada's Top 100 Employers:

- Algorithmics
- Alias Systems Corp.
- Bank of Montreal
- Blake Cassels & Graydon LLP
- Business Objects
- Carlson Wagonlit Travel
- Catholic Children's Aid Society of Toronto
- Ernst & Young LLP
- Fairmont Hotels & Resorts Inc.
- Frank Russell Canada Ltd.
- G.A.P. Adventures Inc.
- Halsall Associates Ltd.
- Hill & Knowlton Canada
- Indigo Books & Music Inc.
- Law Society of Upper Canada
- Manulife Financial Corp.
- Pricewaterhouse-Coopers LLP
- Procter & Gamble Inc.
- Rogers Communications Inc.
- SAS Institute (Canada) Inc.
- Toronto Hydro Corp.
- University Health Network
- University of Toronto
- Yamaha Motor Canada Ltd.

Each employer was evaluated in seven key areas including physical workplace; work and social atmosphere; health, financial and family benefits; and training skills development.

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4. MaRS arrives!

MaRS (Medical and Related Sciences) **Discovery District** is a not-for-profit corporation founded by business and community leaders to help foster research and innovation and take discoveries from the laboratory to the marketplace. Strategically located within a two square kilometre concentration of research activity in Toronto's downtown core, MaRS' 700,000 square foot headquarters brings science and technology researchers together under one roof with business and investment capital firms. "The research that will be done here is going to improve the lives in Ontario and all over the world," said Premier Dalton McGuinty at MaRS' official opening. The Premier serves as Ontario's first Minister of Research and Innovation.

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5. Six sound stages get "Green Light"

Toronto Council has approved plans for construction of a multi-million dollar development by Rose Corporation/Toronto Film Studios Inc. The development in Toronto's portlands represents the first major step in the creation of new employment in the waterfront revitalization area. The complex with its 45,000-sq. ft. mega stage will allow the industry to attract blockbuster movie productions and help secure employment for the 25,000 people in Toronto's film production industry.

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6. Assisting food processors break into exporting – one meeting at a time

On October 13th to 15th Toronto Economic Development (Food & Beverage Sector) hosted the director of private label procurement from Wild Oats Markets Inc., a North American chain of natural and organic food markets. With annual sales of more than US\$1 Billion, the company currently operates 112 stores in 24 states and in British Columbia.

During the three day event, more than 24 Toronto area food & beverage manufacturers were given the opportunity to present their product lines to the buyer in one-on-one meetings. "The meetings went extremely well and I have no doubt that numerous private label contracts will be the result of these initial encounters," said Michael Wolfson, Toronto's Food & Beverage Sector Specialist. "The buyer was very impressed with the quality, flexibility, and professionalism of the companies he met and was very happy with the results of the trip."

For more information contact Michael Wolfson, Food and Beverage Sector Specialist, at mwolfso@toronto.ca

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7. Toronto developing international reputation for best practices in financial services

For the past six weeks, Toronto has been host to 12 senior executives from South Africa's banking sector. Toronto Economic Development together with the Toronto Financial Services Alliance (TFSA) has worked closely with BANKSETA (Bank Sector Education and Training Authority) of South Africa, to organize and develop an intensive six-week international financial leadership development program. The program, designed to accelerate the development of Historically Disadvantaged Individuals to

positions of leadership, covered topics including risk management, global financial management, and compliance leadership.

On hand to launch the program were Mayor David Miller, Janet Ecker, Executive Director, TFSA, and Susan Viegas, Toronto, Economic Development Financial Services Specialist. "This initiative has provided us with an opportunity to expand our global presence and profile. TFSA and Toronto Economic Development will be evaluating the program to create a module for international export," said Ecker. The delegates and organizers wish to recognize the outstanding contribution from Toronto's financial services and education/training sectors including BMO, Institute of Canadian Bankers, Rotman School of Management, Schulich School of Business, Scotiabank, TD and the Toronto International Leadership Centre.

For more information on this and future initiatives check out www.tfsa.ca

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8. Australian developers investigate Toronto

More than two dozen Australian representatives from among the world's top investment banks and global real estate firms recently toured Toronto investigating development opportunities and potential partnerships.

John Campbell, President and CEO, Toronto Waterfront Revitalization Corporation; Robert Fung, Chair, Toronto Waterfront Revitalization Corporation; and Jeffery Steiner, President and CEO of TEDCO briefed delegates on Toronto's waterfront revitalization including the recently announced film/media complex. The delegates' introduction to Toronto included detailed briefings, tours and working sessions as well as a number of opportunities to share expertise and meet with the area's development community.

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9. Save thousands of dollars on future energy and water costs

The City of Toronto, Toronto Water and Enbridge Gas Distribution are showing food and beverage manufacturers how to save through utility savings programs. Toronto Water offers rebates to industrial facilities that permanently reduce water use. One Toronto food processor spent \$80,000 on up-grades and obtained daily water savings of 250,000 litres/ day. Toronto Water issued a cheque for more than \$50,000. At the current water rate, the client will see an annual savings of \$103,290.

Enbridge Gas Distribution can show you how to run your plant more energy efficiently with savings ranging between 5 and 10%. One area beverage manufacturer invested less than \$50,000, reduced fuel costs by 25%, and received an Energy Efficiency Grant of over \$9,000.

For more information and to arrange an on-site audit contact Michael Wolfson, Food and Beverage Sector Specialist, at mwolfso@toronto.ca

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10. Creating employment within Toronto's business improvement and revitalization areas

Following the success of Job Creation Partnership Small Business and Community Support Program, Toronto Economic Development and Human Resources Skills Development Canada, have developed a program to respond to the City's community safety. The program is directed to the Toronto Association of Business Improvement Areas (TABIA) and its members and the city's Employment Revitalization Areas.

The program will provide 40 job placements for Employment Insurance eligible participants within 66 partner organizations. Participants will develop employment skills through supportive and valuable work experience as well as create excellent prospects for long-term employment.

Program organizers will liaise with community stakeholders to identify safety concerns, develop strategies and promote long-term commitment to address safety issues that hinder economic viability in these areas.

To learn more about this program contact Marianne Szczuryk at 416-263-3229 or mszczuryk@ntc.on.ca

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11. Champion at-risk youth

Mayor David Miller challenges the business community to maintain a safe, strong, vibrant and prosperous city through Toronto's youth. The Toronto Business Sector Youth Employment Initiative aims to encourage businesses to create employment opportunities for youth at risk.

If you might create or have a temporary or permanent job to offer, contact Elizabeth Sissakis, 416-392-1003, esissaki@toronto

To be fully briefed and pick up the challenge, attend one of the following 8 – 9 a.m. breakfast sessions:

- November 23 Centennial College Residence and Conference Centre 940 Progress Avenue, Toronto, ON
- November 25 The Latvian Canadian Centre 4 Credit Union Drive, Toronto, ON
- November 29 Holiday Inn Toronto Yorkdale 3450 Dufferin Street Toronto, ON
- December 1 Toronto Board of Trade Airport Centre 830 Dixon Road Toronto, ON

www.toronto.ca/community_safety/index.htm

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12. Toronto fashion designer honoured

Successful Toronto fashion designer Susan Langdon has been awarded the JoAnna Townsend award by the Organization of Women in International Trade (OWIT). Langdon, the current Executive Director of the Toronto Fashion Incubator, was honoured as an outstanding woman in Ontario who through her business and personal networks fosters opportunities that actively support women entrepreneurs to achieve success in international business. The Toronto Fashion Incubator (TFI), which is officially known as the Toronto Centre for the Promotion of Fashion helps young talented designers enhance their business skills and increase their chances for success. Graduates have included David Dixon, Joeffer Caoc and Crystal Siemens www.fashionincubator.on.ca.

13. Coming Events

Canada-India Business Council (C-IBC) business development mission to India
December 9-16, 2005

India

Join the C-IBC Business Development Mission to India 2005 and seize the opportunity to expand your markets, showcase products, increase sales and meet with foreign buyers and key decision makers from India.

For more information contact Andrea Kramer, Trade Team Canada Environment, 613-952-4081, kramer.amanda@ic.gc.ca

NASSCOM

www.nasscom.org

February 13-16, 2006

Mumbai, India

The Greater Toronto Marketing Alliance (GTMA) is organizing a business mission to this premier Indian IT event. For more information contact John Jung, GTMA Vice President, International Marketing, jjung@greatertoronto.org. International Trade Canada is also planning their involvement. For information contact Sue Rauth, International Trade Canada at 416-973-5188 or by email at rauth.sue@ic.gc.ca

3GSM World Congress 2006

www.3gsmworldcongress.com

February 13-16, 2006

Barcelona, Spain

Ontario Exports Inc will host an Ontario Showcase. For more information contact Laurie D'Souza, International Marketing Consultant, Southern Europe, U.K., Ontario Exports Inc. Email: laurie.d'souza@edt.gov.on.ca
Tel: 416-314-2602 Fax: 416-325-6509

Expo Comm Mexico 2006

www.expocomm.com.mx

February 14-17, 2006

Mexico City, Mexico

The Embassy of Canada in Mexico, the Department of International Trade and E.J. Krause are pleased to invite Canadian exporters to exhibit as part of the Canadian Pavilion at EXPO COMM MEXICO 2006.

CeBIT 2006

www.cebit.de

March 9 - 15, 2006

Hannover, Germany

Ontario Exports Inc., the export development agency of the Government of Ontario will once again sponsor an ONTARIO SOFTWARE PAVILION. Ontario co-exhibitors will have the benefit of cost-effective display space, with shared amenities and value-added services. Laura Vasarais, Area Director, Northern Europe, Ontario Exports Inc. email: laura.vasarais@edt.gov.on.ca or telephone at 416-326-1075.

2006 Business Continuity & Corporate Security Show & Conference

March 20-22, 2006,

New York, USA

Ontario Exports Inc. invites you to join a trade mission to New York City, ideal for IT software for companies targeting the financial sector. This focused show will assemble close to 1,000 attendees from the Wall Street and New York business & financial community that are adopting BCP and disaster preparedness for their firms.

CTIA Wireless 2006

www.ctiawireless.com
April 5-7, 2006
Las Vegas, USA

The U.S. Business Development Division of International Trade Canada is presenting an opportunity for Canadian industry to participate in the Canada Pavilion at CTIA Wireless 2006. For more information on the Canada Pavilion, a Brand Canada reception, matchmaking programs with companies in other national pavilions and value-added services including assistance with media relations, distribution channel development and logistical support contact:

Pat Fera - International Trade Canada
tel.: 613-944-9475
e-mail: pat.fera@international.gc.ca

or Charlene Wheatley - International Trade Canada
tel.: 613-944-8823
e-mail: charlene.wheatley@international.gc.ca

Web site: www.ctiawireless.com

ITU Telecom World 2006

www.itu.int/world2006
December 4-8, 2006
Hong Kong

Industry Canada is currently planning involvement at this international event. International Trade Canada will be involved as well.

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14. Contact Us

We are interested in your feedback. Contact us at cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

We Are Your Contact at City Hall

We are here to help you. If you are looking to expand or relocate, if you need assistance with city, provincial or federal agencies, contact us. We are able to put you in touch with key contacts to expedite your business plans.

Check out Toronto's comprehensive business services at www.toronto.ca/business.

To access past issues of TO business, [click here](#).

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